|  | Application No.  | Applicant(s)  | •         |
|--|--|---|-----------|
|  | 09/909,537   | MATHEWSON ET AL.  | ,         |
| Notice of Allowability   | Examiner   | Art Unit  |           |
|  | Philip J. Chea   | 2153  |           |
| The MAILING DATE of this communication ap All claims being allowable, PROSECUTION ON THE MERITS I herewith (or previously mailed), a Notice of Allowance (PTOL-8                           | pears on the cover sheet will<br>IS (OR REMAINS) CLOSED in<br>5) or other appropriate comm | th the correspondence address n this application. If not included unication will be mailed in due course. T | THIS      |
| NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT of the Office or upon petition by the applicant. See 37 CFR 1.3  | RIGHTS. This application is  | subject to withdrawal from issue at the in  | nitiative |
| 1. This communication is responsive to <u>an RCE filed May</u>   | <u>14, 2007</u> .  | -   |           |
| 2. The allowed claim(s) is/are <u>1-4,7,9-12,14-16,18-20 and 2</u>   | 22-24.   | ·   |           |
| <ul> <li>3. ☐ Acknowledgment is made of a claim for foreign priority</li> <li>a) ☐ All b) ☐ Some* c) ☐ None of the:</li> <li>1. ☐ Certified copies of the priority documents ha</li> </ul> |  | or (f).   |           |
| Certified copies of the priority documents ha  | 1  | on No.  |           |
| 3. ☐ Copies of the certified copies of the priority of International Bureau (PCT Rule 17.2(a)).  | ·  |   | the       |
| * Certified copies not received:   |  |   |           |
| Applicant has THREE MONTHS FROM THE "MAILING DATE noted below. Failure to timely comply will result in ABANDON THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.                                  |  | e a reply complying with the requirement  | ts        |
| 4. A SUBSTITUTE OATH OR DECLARATION must be sub INFORMAL PATENT APPLICATION (PTO-152) which g  |  |   | F         |
| 5. CORRECTED DRAWINGS (as "replacement sheets") m  | nust be submitted.   |   |           |
| (a) ☐ including changes required by the Notice of Draftspe   | erson's Patent Drawing Revie   | w ( PTO-948) attached   |           |
| 1) 🗌 hereto or 2) 🔲 to Paper No./Mail Date   | ·  |   |           |
| (b) ☐ including changes required by the attached Examine<br>Paper No./Mail Date  | er's Amendment / Comment o   | r in the Office action of   |           |
| Identifying indicia such as the application number (see 37 CFF each sheet. Replacement sheet(s) should be labeled as such in   |  |   |           |
| 6. DEPOSIT OF and/or INFORMATION about the department attached Examiner's comment regarding REQUIREMEN   | DOSIT OF BIOLOGICAL MAT<br>IT FOR THE DEPOSIT OF BIO                                       | ERIAL must be submitted. Note the DLOGICAL MATERIAL.  |           |
|  |  | •   |           |
|  |  | ,   | •         |
|  |  |   |           |
| Attachment(s)  |  | •   |           |
| 1. Notice of References Cited (PTO-892)  | 5. Notice of In  | formal Patent Application   |           |
| 2. Notice of Draftperson's Patent Drawing Review (PTO-948  |  | ummary (PTO-413),<br>/Mail Date   |           |
| <ol> <li>Information Disclosure Statements (PTO/SB/08),</li> <li>Paper No./Mail Date</li> </ol>  | •  | /Mail Date<br>Amendment/Comment   |           |
| 4. Examiner's Comment Regarding Requirement for Deposi of Biological Material  | <del></del>  | Statement of Reasons for Attowance  |           |
|  | 9. 🗌 Other   | Carl X  | _         |
| ·  |  | DI PATRICE DI DAFAG   |           |
|  | •  | GLENTÓN B. BURGESS SUPERVISORY PATENT EXAMINER  | 2         |
| ·  |  | TECHNOLOGY CENTER 2100  | •         |

Art Unit: 2153

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Marcia Doubet on 7/16/07.

The application has been amended as follows:

**IN THE CLAIMS:** Please see attached.

### **REASONS FOR ALLOWANCE**

The following is an examiner's statement of reasons for allowance: The closest prior art Johnson et al. (US 5,325,310) shows that a recipient of an electronic mail object is prompted for a specific response in response to the recipient opening an electronic mail object and is prohibited from performing a selected action until the specific response has been entered by the recipient. However, the prior art fails to teach or render obvious each and every limitation claimed. Specifically, determining whether a hierarchy of recipient notification techniques has been defined for various intervals of the time-sensitivity, and automatically rendering a time-sensitive marked message using an application adapted for processing the message, and the recipient will be prevented from performing other actions with the application until the recipient provides a response to the message, within a time period of the time-sensitivity and automatically starting execution of an application for the rendering, and automatically bring a window rendered by the application to a foreground of a display and making the window active.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Philip J. Chea whose telephone number is 571-272-3951. The examiner can normally be reached on M-F 6:30-4:00 (1st Friday Off).

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenn Burgess can be reached on 571-272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Philip J Chea Examiner Art Unit 2153

PJC 3/6/07

# **Proposed Examiner's Amendment to the Claims**

| Τ  | Claim I (currently amended): A method of handling time-sensitive messages, comprising steps of      |
|----|---|
| 2  | marking a message, by a creator thereof, as time-sensitive;   |
| 3  | sending the marked message from a computing device of the creator to a computing                    |
| 4  | device of a recipient for whom the message was created, such that after the marked message is       |
| 5  | received at the computing device of the recipient, it will be processed by:                         |
| 6  | determining that the marked message is marked as being time-sensitive and that a                    |
| 7  | time period of the time-sensitivity has been reached but not exceeded;                              |
| 8  | determining whether a hierarchy of recipient notification techniques has been                       |
| 9  | defined for various intervals of the time-sensitivity, and if so, performing steps of:              |
| 10 | determining an applicable one of the various intervals that corresponds to a                        |
| 11 | current time;   |
| 12 | selecting one of the recipient notification techniques which corresponds to                         |
| 13 | the determined one of the various intervals; and  |
| 14 | notifying the recipient of the marked message using the selected recipient                          |
| 15 | notification technique; and   |
| 16 | automatically rendering the marked message to the recipient using an application                    |
| 17 | adapted for processing the message within a time period of the time-sensitivity, further comprising |
| 18 | steps of:   |
| 19 | automatically starting execution of the application, at the computing device                        |
| 20 | of the recipient, if the execution of the application is not currently started;                     |
| 21 | automatically bringing a window rendered by the application to a                                    |
|    | Serial No. 09/909,537 -1- Docket RSW920010103US1  |

| 22 | foreground of a display of the computing device and making the window active;                       |
|----|---|
| 23 | automatically rendering the marked message in the active window; and                                |
| 24 | requiring the recipient to take action with the marked message before                               |
| 25 | performing any other tasks with the application[[; and]] by preventing the recipient from           |
| 26 | performing other actions with the application until the recipient provides a response to the marked |
| 27 | message; and  |
| 28 | automatically receiving a reply from the recipient, sent from the computing device of the           |
| 29 | recipient to the computing device of the creator following the recipient's response thereto.        |
|    |   |
| 1  | Claim 2 (previously presented): The method according to Claim 1, wherein the marking step           |
| 2  | further comprises indicating, by the creator, that snoozing is allowed by the recipient for this    |
| 3  | message, such that the recipient will be allowed to temporarily delay the response to the rendered  |
| 4  | message for a time that remains within the time period of the time-sensitivity.                     |
|    |   |
| 1  | Claim 3 (previously presented): The method according to Claim 1, wherein the marking step           |
| 2  | further comprises indicating, by the creator, an ending time for the time period of the time-       |
| 3  | sensitivity of the message.   |
|    |   |
| 1  | Claim 4 (previously presented): The method according to Claim 3, wherein the marking step           |
| 2  | further comprises indicating, by the creator, a starting time for the time period of the time-      |
| 3  | sensitivity of the message.   |
|    |   |

## Claims 5 - 6 (canceled)

| 1  | Claim 7 (currently amended): A method of improving electronic communications, comprising        |
|----|---|
| 2  | steps of:   |
| 3  | receiving a plurality of electronic messages at a computing device of a recipient to whom       |
| 4  | the electronic messages are addressed; [[and]]  |
| 5  | determining whether a selected one of the received electronic messages is marked as being       |
| 6  | time-sensitive; and   |
| 7  | if the determining step has a positive result and a time period of the time-sensitivity has     |
| 8  | been reached but not exceeded, processing the selected one of the received electronic messages, |
| 9  | further comprising steps of:  |
| 10 | determining whether a hierarchy of recipient notification techniques has been                   |
| 11 | defined for various intervals of the time-sensitivity, and if so, performing steps of:          |
| 12 | determining an applicable one of the various intervals that corresponds to a                    |
| 13 | current time;   |
| 14 | selecting one of the recipient notification techniques which corresponds to                     |
| 15 | the determined one of the various intervals; and  |
| 16 | notifying the recipient of the selected one of the received electronic                          |
| 17 | messages using the selected recipient notification technique; and                               |
| 18 | automatically rendering the selected one of the received electronic messages to the             |
| 19 | recipient in an application adapted for processing the selected one of the received electronic  |
| 20 | messages within the time period of the time-sensitivity, further comprising steps of:           |
|    |   |

| 21 | automatically starting execution of the application, at the computing device                         |
|----|--|
| 22 | of the recipient, if the execution of the application is not currently started;                      |
| 23 | automatically bringing a window rendered by the application to a                                     |
| 24 | foreground of a display of the computing device and making the window active;                        |
| 25 | automatically rendering the selected one of the received electronic                                  |
| 26 | messages in the active window; and   |
| 27 | requiring the recipient to take action with the selected one of the received                         |
| 28 | electronic messages before performing any other tasks with the application[[; and]] by preventing    |
| 29 | the recipient from performing other actions with the application until the recipient provides a      |
| 30 | response to the selected one of the received electronic messages within the time period of the       |
| 31 | time-sensitivity.  |
|    |  |
|    | Claim 8 (canceled)   |
|    |  |
| 1  | Claim 9 (currently amended): The method according to Claim 7, wherein the processing step            |
| 2  | further comprises the steps of:  |
| 3  | determining whether snoozing is allowed for the selected one of the received electronic              |
| 4  | messages; and  |
| 5  | if so, allowing the recipient to delay the response to the selected one of the received              |
| 6  | electronic messages until a later time, wherein the later time remains within the time period of the |
| 7  | time-sensitivity.  |
|    |  |
|    |  |

Claim 10 (currently amended): The method according to Claim 7, wherein the processing step 1 2 further comprises the steps of: determining whether snoozing is allowed for the selected one of the received electronic 3 4 messages; and if so, suppressing the preventing step only while (1) a starting time of the time period has 5 been reached and (2) an ending time of the time period has not been reached. 6 Claim 11 (previously presented): The method according to Claim 7, further comprising the step 1 2 of: sending a notification of the response to a computing device of a creator of the rendered 3 4 selected one. Claim 12 (original): The method according to Claim 7, further comprising the step of determining 1 whether processing of the rendered selected one is complete, and if not, remembering the 2 rendered selected one for subsequent evaluation at a later time, wherein the later time is within the 3 4 time period of the time-sensitivity. Claim 13 (canceled) 1 Claim 14 (original): The method according to Claim 7, wherein the electronic messages are e-2 mail messages.

| 1    | Claim 15 (original): The method according to Claim 7, wherein the electronic messages are        |
|------|--|
| 2    | electronic calendar events.  |
|      |  |
| 1    | Claim 16 (original): The method according to Claim 7, wherein the electronic messages are to-de- |
| 2    | items.   |
|      |  |
|      | Claim 17 (canceled)  |
|      |  |
| 1    | Claim 18 (currently amended): A system for handling time-sensitive messages, comprising:         |
| 2    | means for marking a message, by a creator thereof, as time-sensitive;                            |
| 3    | means for sending the marked message from a computing device of the creator to a                 |
| 4    | computing device of a recipient for whom the message was created, such that after the marked     |
| 5    | message is received at the computing device of the recipient, it will be processed by:           |
| 6    | determining that the marked message is marked as being time-sensitive and that a                 |
| 7    | time period of the time-sensitivity has been reached but not exceeded;                           |
| 8    | determining whether a hierarchy of recipient notification techniques has been                    |
| 9    | defined for various intervals of the time-sensitivity, and if so, performing steps of:           |
| 10   | determining an applicable one of the various intervals that corresponds to a                     |
| · 11 | current time;  |
| 12   | selecting one of the recipient notification techniques which corresponds to                      |
| 13   | the determined one of the various intervals; and   |
| 14   | notifying the recipient of the marked message using the selected recipient                       |
|      | Serial No. 09/909,537 -6- Docket RSW920010103US1   |

| automatically rendering the marked message to the recipient using an approximate adapted for processing the message within a time period of the time-sensitivity, further comprising:  automatically starting execution of the application, at the compution of the recipient, if the execution of the application is not currently started;  automatically bringing a window rendered by the application to a foreground of a display of the computing device and making the window active;  automatically rendering the marked message in the active window requiring the recipient to take action with the marked message before performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to the message; and  means for automatically receiving a reply from the recipient, sent from the computation device of the recipient to the computing device of the creator following the recipient's response to the computation of the recipient to the computing device of the creator following the recipient's response to the computing device of the creator following the recipient's response to the creator following the recipient for the time period time-sensitivity of the message.   | g device  |
|--|-----------|
| automatically starting execution of the application, at the computing of the recipient, if the execution of the application is not currently started;  automatically bringing a window rendered by the application to a foreground of a display of the computing device and making the window active;  automatically rendering the marked message in the active window requiring the recipient to take action with the marked message before performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to the message; and  means for automatically receiving a reply from the recipient, sent from the computation device of the recipient to the computing device of the creator following the recipient's receiving a reply from the recipient from the computation of the recipient to the computing device of the creator following the recipient's receiving a reply from the recipient from the computation of the recipient to the computing device of the creator following the recipient's receiving a reply from the recipient from the computation of the recipient to the computing device of the creator following the recipient's receiving a reply from the recipient, sent from the computation of the recipient in the marking further comprises means for indicating, by the creator, an ending time for the time period  | and       |
| automatically starting execution of the application, at the computing of the recipient, if the execution of the application is not currently started:  automatically bringing a window rendered by the application to a foreground of a display of the computing device and making the window active.  automatically rendering the marked message in the active window requiring the recipient to take action with the marked message before performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to the message; and  means for automatically receiving a reply from the recipient, sent from the computation device of the recipient to the computing device of the creator following the recipient's response to the creator following the recipient of the computation of the computation of the creator following the recipient's response to the creator following the recipient following the recipient's response to the creator following the recipient's response to the creator following the recipient fo | and       |
| 20 of the recipient, if the execution of the application is not currently started; 21 automatically bringing a window rendered by the application to a 22 foreground of a display of the computing device and making the window active; 23 automatically rendering the marked message in the active window 24 requiring the recipient to take action with the marked message bef 25 performing any other tasks with the application[[; and]] by preventing the recipient from 26 performing other actions with the application until the recipient provides a response to th 27 message; and 28 means for automatically receiving a reply from the recipient, sent from the computate device of the recipient to the computing device of the creator following the recipient's resulting 19 (previously presented): The system according to Claim 18, wherein the marking further comprises means for indicating, by the creator, an ending time for the time period   | and       |
| 22 automatically bringing a window rendered by the application to a 22 foreground of a display of the computing device and making the window active; 23 automatically rendering the marked message in the active window 24 requiring the recipient to take action with the marked message bef 25 performing any other tasks with the application[[; and]] by preventing the recipient from 26 performing other actions with the application until the recipient provides a response to th 27 message; and 28 means for automatically receiving a reply from the recipient, sent from the comput 29 device of the recipient to the computing device of the creator following the recipient's res 29 Claim 19 (previously presented): The system according to Claim 18, wherein the marking 20 further comprises means for indicating, by the creator, an ending time for the time period  |           |
| foreground of a display of the computing device and making the window active;  automatically rendering the marked message in the active window requiring the recipient to take action with the marked message bef  performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to th message; and means for automatically receiving a reply from the recipient, sent from the computate device of the recipient to the computing device of the creator following the recipient's response to the creator following the recipient of the computation of the creator following the recipient of the creator following the creator following the creator following the creator following the creator followin |           |
| 23 automatically rendering the marked message in the active window 24 requiring the recipient to take action with the marked message bef 25 performing any other tasks with the application[[; and]] by preventing the recipient from 26 performing other actions with the application until the recipient provides a response to th 27 message; and 28 means for automatically receiving a reply from the recipient, sent from the computation 29 device of the recipient to the computing device of the creator following the recipient's recomputation 29 Claim 19 (previously presented): The system according to Claim 18, wherein the marking 20 further comprises means for indicating, by the creator, an ending time for the time period  |           |
| requiring the recipient to take action with the marked message bef performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to th message; and means for automatically receiving a reply from the recipient, sent from the computed device of the recipient to the computing device of the creator following the recipient's recomputing to Claim 19 (previously presented): The system according to Claim 18, wherein the marking further comprises means for indicating, by the creator, an ending time for the time period   |           |
| performing any other tasks with the application[[; and]] by preventing the recipient from performing other actions with the application until the recipient provides a response to the message; and means for automatically receiving a reply from the recipient, sent from the computed device of the recipient to the computing device of the creator following the recipient's response to the computing device of the creator following the recipient's response to the creator following the recipient's response to the computing device of the creator following the recipient's response to the creator following the recipient to the computing device of the creator following the recipient's response to the creator following the recipient to the computing device of the creator following the creator following the creator following the creator following the c | <u>re</u> |
| performing other actions with the application until the recipient provides a response to the message; and means for automatically receiving a reply from the recipient, sent from the computed device of the recipient to the computing device of the creator following the recipient's recommendation.  Claim 19 (previously presented): The system according to Claim 18, wherein the marking further comprises means for indicating, by the creator, an ending time for the time period   |           |
| means for automatically receiving a reply from the recipient, sent from the computed device of the recipient to the computing device of the creator following the recipient's result of the computing device of the creator following the recipient's result of the creator fo |           |
| means for automatically receiving a reply from the recipient, sent from the computed device of the recipient to the computing device of the creator following the recipient's reconstruction of the recipient to the computing device of the creator following the recipient's reconstruction of the recipient to the computing device of the creator following the recipient's reconstruction of the creator following the recipient of the creator following the recipient's reconstruction of the creator following the recipient of the creator following the creator following the recipient of the creator following the creator | marked    |
| device of the recipient to the computing device of the creator following the recipient's recommendation Claim 19 (previously presented): The system according to Claim 18, wherein the marking further comprises means for indicating, by the creator, an ending time for the time period  |           |
| Claim 19 (previously presented): The system according to Claim 18, wherein the marking further comprises means for indicating, by the creator, an ending time for the time period  | ing       |
| further comprises means for indicating, by the creator, an ending time for the time period   | onse.     |
| further comprises means for indicating, by the creator, an ending time for the time period   |           |
|  | means     |
| 3 time-sensitivity of the message.   | of the    |
|  |           |
|  |           |
| Claim 20 (currently amended): A system for improving electronic communications, comp   |           |
| 2 means for receiving a plurality of electronic messages at a computing device of a r  | ising:    |
| Serial No. 09/909,537 -7- Docket RSW920010103  | •         |

notification technique; and

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| 3  | to whom the electronic messages are addressed;   |
|----|--|
| 4  | means for determining, at the computing device, whether a selected one of the received               |
| 5  | electronic messages is marked as being time-sensitive; and   |
| 6  | means for processing the selected one if the means for determining has a positive result             |
| 7  | and a time period of the time-sensitivity has been reached but not exceeded, further comprising:     |
| 8  | means for determining whether a hierarchy of recipient notification techniques has                   |
| 9  | been defined for various intervals of the time-sensitivity, and if so, means for using the hierarchy |
| 10 | by:  |
| 11 | determining an applicable one of the various intervals that corresponds to a                         |
| 12 | current time;  |
| 13 | selecting one of the recipient notification techniques which corresponds to                          |
| 14 | the determined one of the various intervals; and   |
| 15 | notifying the recipient of the selected one of the received electronic                               |
| 16 | messages using the selected recipient notification technique, and                                    |
| 17 | means for automatically rendering the selected one of the received electronic                        |
| 18 | messages to the recipient in an application adapted for processing the selected one of the received  |
| 19 | electronic messages within the time period of the time-sensitivity by:                               |
| 20 | automatically starting execution of the application, at the computing device                         |
| 21 | of the recipient, if the execution of the application is not currently started;                      |
| 22 | automatically bringing a window rendered by the application to a                                     |
| 23 | foreground of a display of the computing device and making the window active;                        |
| 24 | automatically rendering the selected one of the received electronic                                  |
|    |  |

|          | •  | . 1 | . •    |        |        |
|----------|----|-----|--------|--------|--------|
| messages | ın | the | active | windov | v. and |
|          |    |     |        |        |        |

requiring the recipient to take action with the selected one of the received electronic messages before performing any other tasks with the application[[; and]] by means for preventing the recipient from performing other actions with the application until the recipient provides a response to the selected one of the received electronic messages within the time period of the time-sensitivity.

### Claim 21 (canceled)

- Claim 22 (currently amended): A computer program product for handling time-sensitive messages, the computer program product embodied on one or more computer-readable media and comprising:
  - computer-readable program code for marking a message, by a creator thereof, as time-sensitive;
  - computer-readable program code for sending the marked message from a computing device of the creator to a computing device of a recipient for whom the message was created, such that after the marked message is received at the computing device of the recipient, it will be processed by:
  - determining that the marked message is marked as being time-sensitive and that a time period of the time-sensitivity has been reached but not exceeded;
  - determining whether a hierarchy of recipient notification techniques has been defined for various intervals of the time-sensitivity, and if so, performing steps of:

| 14 | determining an applicable one of the various intervals that corresponds to a                        |
|----|---|
| 15 | current time;   |
| 16 | selecting one of the recipient notification techniques which corresponds to                         |
| 17 | the determined one of the various intervals; and  |
| 18 | notifying the recipient of the marked message using the selected recipient                          |
| 19 | notification technique; and   |
| 20 | automatically rendering the marked message to the recipient using an application                    |
| 21 | adapted for processing the message within a time period of the time-sensitivity, further            |
| 22 | comprising:   |
| 23 | automatically starting execution of the application, at the computing device                        |
| 24 | of the recipient, if the execution of the application is not currently started;                     |
| 25 | automatically bringing a window rendered by the application to a                                    |
| 26 | foreground of a display of the computing device and making the window active;                       |
| 27 | automatically rendering the marked message in the active window, and                                |
| 28 | requiring the recipient to take action with the marked message before                               |
| 29 | performing any other tasks with the application[[; and]] by preventing the recipient from           |
| 30 | performing other actions with the application until the recipient provides a response to the marked |
| 31 | message; and  |
| 32 | computer-readable program code for automatically receiving a reply from the recipient,              |
| 33 | sent from the computing device of the recipient to the computing device of the creator following    |
| 34 | the recipient's response thereto.   |

| 1  | Claim 23 (previously presented): The computer program product according to Claim 22, wherein           |
|----|--|
| 2  | the computer-readable program code for marking further comprises computer-readable program             |
| 3  | code for indicating, by the creator, an ending time for the time period of the time-sensitivity of the |
| 4  | message.   |
|    |  |
| 1  | Claim 24 (currently amended): A computer program product for improving electronic                      |
| 2  | communications, the computer program product embodied on one or more computer-readable                 |
| 3  | media and comprising:  |
| 4  | computer-readable program code for receiving a plurality of electronic messages at a                   |
| 5  | computing device of a recipient to whom the electronic messages are addressed;                         |
| 6  | computer-readable program code for determining, at the computing device, whether a                     |
| 7  | selected one of the received electronic messages is marked as being time-sensitive, and if so,         |
| 8  | whether a time period of the time-sensitivity has been reached but not exceeded; and                   |
| 9  | computer-readable program code for processing the selected one when the computer-                      |
| 10 | readable program code has a positive result, further comprising computer-readable program code         |
| 11 | for:   |
| 12 | determining whether a hierarchy of recipient notification techniques has been                          |
| 13 | defined for various intervals of the time-sensitivity, and if so, performing steps of:                 |
| 14 | determining an applicable one of the various intervals that corresponds to a                           |
| 15 | current time;  |
| 16 | selecting one of the recipient notification techniques which corresponds to                            |
| 17 | the determined one of the various intervals; and   |
|    |  |

| 18 | notifying the recipient of the selected one of the received electronic                             |
|----|--|
| 19 | messages using the selected recipient notification technique; and                                  |
| 20 | computer-readable program code for automatically rendering the selected one of                     |
| 21 | the received electronic messages to the recipient in an application adapted for processing the     |
| 22 | selected one within the time period of the time-sensitivity, further comprising:                   |
| 23 | automatically starting execution of the application, at the computing device                       |
| 24 | of the recipient, if the execution of the application is not currently started;                    |
| 25 | automatically bringing a window rendered by the application to a                                   |
| 26 | foreground of a display of the computing device and making the window active;                      |
| 27 | automatically rendering the selected one of the received electronic                                |
| 28 | messages in the active window; and   |
| 29 | requiring the recipient to take action with the selected one of the received                       |
| 30 | electronic messages before performing any other tasks with the application[[; and]] by computer-   |
| 31 | readable program code for preventing the recipient from performing other actions with the          |
| 32 | application until the recipient provides a response to the selected one of the received electronic |
| 33 | messages within the time period of the time-sensitivity.   |

Claims 25 - 26 (canceled)

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